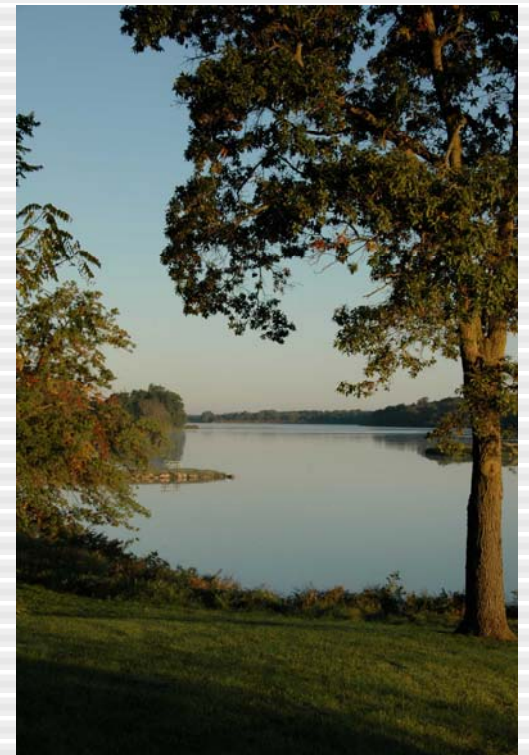
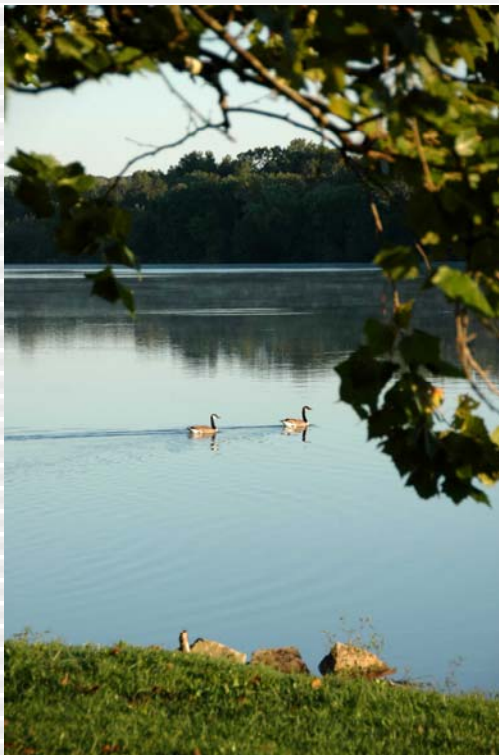


Marketing-- a way of thinking

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*Lake Darling
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For Iowa Watershed Project Coordinators



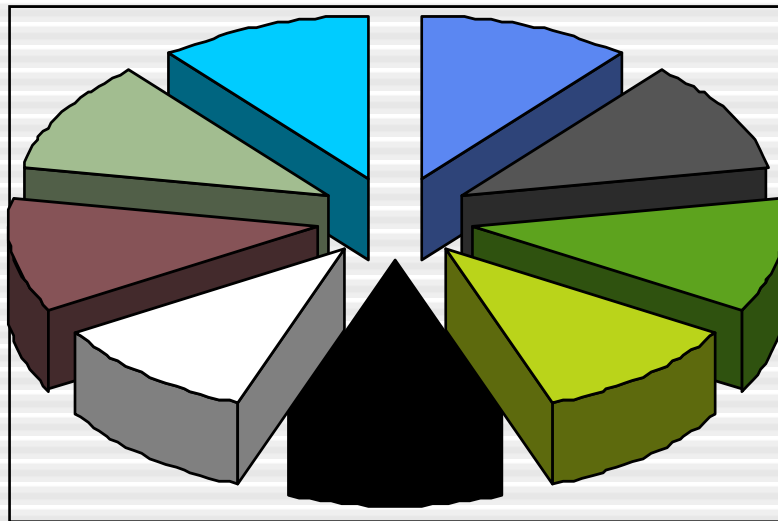
What is marketing?

Marketing--

the wide range of activities involved in making sure that you're continuing to meet the needs of your customers and are getting value in return.

Is marketing sales or advertising ?

*Marketing is much more involved,
a pie with lots of pieces.*



- Market research
- media planning
- advertising
- public relations
- pricing
- distribution
- customer support
- sales strategy

What is a two-way process

- *Marketing involves asking customers what they need and providing products or services which meet those needs.*
- *Marketing is a straightforward step-by-step process which anyone can learn and use.*

How do people judge an organization?

- *Product (or Performance)*
- *People*
- *Publicity*

You are in the marketing mix

- *You are like the local dealer for water quality and related natural resources in your watershed*
- *You have your goals, and also the larger picture to consider*

Seven Steps to Marketing in Natural Resources Projects

- 1. Identify critical issues*
- 2. Develop alliances*
- 3. Define customers*
- 4. Identify customer needs*
- 5. Set a strategy and action goals*
- 6. Put the plan on paper and activate it*
- 7. Evaluate*

1. Identify critical issue(s)

Issue:

Improve water quality in the lake

We need to:

Get more farmers to participate

Let people know what is happening

Foster rural/urban cooperation

2. Develop alliances

Who else is interested in this issue?

Group:

What they can provide

How an alliance benefits them

3. Define your customers

Make a complete list of customers

Who are they -- BE SPECIFIC.

How our project benefits them.

What we want them to do.

4. Define customer needs

Does our product serve their needs?

If yes, why don't more use it?

Can we improve service/product? How?

Find the answers through observations, surveys, focus groups, interviews, talks with key leaders, advisory committee

Note: alliance members share these customers, and can help answer this

5. Set strategy and actions

Set a clear strategy you will use to meet the needs of customers.

Think of measurable goals and actions to be taken to meet those goals with deadlines. This can be for physical changes (as in water quality), awareness, community participation, landowner adoption, etc.)

Again, alliance members can help with this

6. Put the plan on paper and activate it

Your marketing plan:

- *is your blueprint for action*
- *can be done on one page*
- *identifies marketing actions you and your partners will take based on the needs of your customers, partnership resources, your strategy and action goals.*

The one page plan

Watershed MARKETING PLAN

Critical Issue:

Customer:

Customer Needs:

Identify Partners and Alliance Members:

Broad strategy to meet customer needs:

Action Goal(s):

<u>Activity</u>	<u>Who</u>	<u>Cost</u>	<u>Start</u>	<u>End</u>
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Evaluation:

Seven Phases of Marketing

Explained in detail on the web at:

<http://www.ssi.nrcs.usda.gov/publications/index.html#marketing>

Produced by:

National Association of Conservation Districts

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USDA Natural Resources Conservation Service

If you want more landowner participation

Consider:

- *One-on-one personal visits*
- *Telephone conversations, reminders*
- *Tours*
- *Demonstrations*
- *Direct mail*
- *Newsletters*
- *Extra Incentives Programs.*

Ask Stakeholders to assist!!

If you want people in the community to be more aware

Consider these tried and true publicity actions:

- ***Establish an Internet site.***
Easy, inexpensive, directs people to more info.
- ***Be a media source.***
- ***Organize events that make news and invite media.***
- ***Ask Stakeholders to assist with awareness.***

Recognize participants

Show progress with newsletter, tours, drive-it-yourself tour, virtual tour

If you want people in the community to be more aware

- *Call the radio station with interview suggestions. (Be ready to explain relevance)*
- *Organize a farmer appreciation event.*
- *Ask FFA, Middle school or high school classes to help with a project*

Ex.1: Photos of practices and people who are improving the watershed. Internet or newspaper or newsletter project.

Ex. 2: Measure effects of practices (IOWATER, etc.)

If you want people in the community to be more aware

- *Work with an elementary teacher to involve students (visit a farm to do a poster on water quality, farming measures, etc.)*
- *Survey landowners on their reasons for and satisfaction with the project (class project?) Then publicize in media.*